

Curriculum for Bachelor's Degree Program of International Tourism and MICE

Applicable for the 103 academic year

category of Course	Course	Credit-hour and Grade									
		Credits	Teaching Hour	Year One		Year Two		Year Three		Year Four	
				Last	Next	Last	Next	Last	Next	Last	Next
				Teaching Hour		Teaching Hour		Teaching Hour		Teaching Hour	
Required Course	English Listening and Conversation	8	8	4	4						
	English Illustration and Presentation	4	4			2	2				
	Selected English Readings	4	4			2	2				
	Selected Readings of Contemporary	2	2		2						
	Elementary Chinese Art	2	2	2							
	Selected Readings of Classical Chinese Literature	4	4			2	2				
	The Application and Its Skill of Chinese Language	2	2					2			
	Human Development: Introduction (1)	1	1	1							
	Human Development: Introduction (2)	1	1		1						
	Human Development (1)	2	2			2					
	Human Development (2)	2	2				2				
	Introduction to Computer	2	2		2						
	Computer-Based Multimedia Applications	2	2	2							
	General Course: The Art Life	10	10	2	2	2	2	2	2	2	2
	General Course: Social Law and Politics										
	General Course: Natural Environmental Protection										
Deepening General Course											
Total	46	46	11	11	10	10	4	0	0	0	
Required Course	International Etiquette	2	2	2							
	World History	2	2	2							
	World Geography	2	2		2						
	Introduction to Recreation and Tourism	2	2		2						
	Tourism Policies and Regulations	2	2		2						
	Project Management	2	2			2					
	Management of Tourism Industry	2	2			2					
	Tourism English	4	4			2	2				
	Introduction to MICE	4	4			2	2				
	On-site Management of MICE	2	2				2				
	Tour Planning and Design	2	2				2				
	Professional Master of Ceremony Training	2	2					2			
	Practice of Tour Guide	2	2					2			
	Workplace Ethics	2	2						2		
	Practice of Tour Leader	2	2						2		
	English Communication and Negotiation Skills	4	4					2	2		
	MICE English	2	2						2		
	Risk and Crisis Management	2	2						2		
	Cross-Cultural Communication	2	2							2	
	Overview of Local Cultures in Taiwan	4	4							2	2
Total	48	48	4	6	8	8	6	10	4	2	
Required Course	Internship	4	4								4
	Sightseeing Tourism Category										
	Cultural Creative Industry and Tourism	2	2					2			
	Planning and Case Studies of Recreation Programs	2	2					2			
	Ticketing and Reservation System	2	2					2			
	Practice and Planning for Cultural Creative Industry	2	2						2		
	Cultural-Historical Heritage and Tour Guiding	2	2						2		
	Tourism Marketing and Planning	2	2						2		
	Cross-Strait Tourism Regulations	2	2							2	

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Elective courses	E-Commerce Applications	2	2							2	
	Yacht Management	2	2								2
	Case Studies of Travel Disputes	2	2								2
	International Exhibition Category										
	Incentive Travel	2	2					2			
	MICE Case Study	2	2					2			
	Hospitality English	4	4					2	2		
	MICE Planning and Bidding	2	2						2		
	MICE Technology and Application	2	2						2		
	MICE Planning and Marketing	2	2							2	
	EMICE : Practicum	2	2							2	
	MICE Reception	2	2							2	
	EMICE : Practice	2	2								2
Exhibition Booth Planning and Design	2	2								2	
Minimum 18 credits for elective courses											